

Meet Jeremy Robbins, CEO at Krav Maga Maryland

Jim Ries: Hello all and welcome to Java with Jim. I'm Jim Ries, Director of Business Development at Offit Kurman, joined here today with Jeremy Robbins, CEO, at Krav Maga Maryland. Jeremy, how are you today?

Jeremy Robbins: I'm doing well. How about yourself?

Jim Ries: Doing great. Very excited to hear about you and Krav Maga. Jeremy, tell us about Krav Maga. What do you do there? And what makes your company different from other companies that are in the same industry?

Jeremy Robbins: Okay, great. So I'm the CEO here at Krav Maga Maryland. I'm the one that casts the vision for the company and keeps the ship driving or going forward. And what makes us different is we have a layered approach to how we keep people safe. So it's not just one dimensional when it comes to in the moment.

We deal with awareness how to avoid it whether it's an individual or it's a corporation. So for us, it's not just about what happens in the moment, right? What happens after the moment? What happens to avoid it? Because we always tell people the only way [00:01:00] to be in the best situation is to avoid the situation altogether.

And if you can avoid it when it comes to protecting yourself, that's the best thing.

Jim Ries: Yeah. So in a nutshell, how would you describe what you do in a 15 second introduction? What do you guys provide there Krav Maga?

Jeremy Robbins: So what we provide is we have a four pillar model. We focus on corporate safety.

We focus on less lethal options. We focus on home defense plans for individuals, and then we focus on firearms training if that's something that somebody would like. So what I tell people is, we cover you from A to Z when it comes to protecting your loved ones yourself, your family, or your organization.

Jim Ries: And just to clarify we were talking before, this is not martial arts. What would you say is, what's the difference between this and martial arts?

Jeremy Robbins: So Krav Maga is a self-defense system. It's a principle-based system that could work for anybody and everybody. So we have students who are amputees, wheelchairs doesn't matter.

It's meant to work for anybody and [00:02:00] everybody. And that's how I would describe it. It's one or simple solution for a lot of complex problems. So you don't learn of 18 different solutions. It's one thing that works for a lot of situations.

Jim Ries: Got it. Got it. Thanks for the clarification. So Jeremy, when it comes to Krav Maga, what would you say you're most proud of?

Jeremy Robbins: I'm most proud of us actually accomplishing our mission on a daily basis, which is to equip individuals and organizations with real world training to enhance their safety. So I got a message the other day from a client that we trained one time, she's almost 80 years old, and she was in Europe on a trip.

And she shot me an email from Europe that she was able to protect her friend from a pickpocket. It got physical and she was able to physically defend herself. And that means the world, right? Because we don't expect those things to happen. But luckily she had some training and she was able to protect herself and her loved ones.

And that's what we tell people. Most people aren't looking for a fight. They're looking for a victim. And if we can help people develop that mentality [00:03:00] to be decisive in the moment, that for the most part can deter a lot of situations that tend to get outta control.

Jim Ries: Love the story. Yeah. What do the next six months look like for you and Krav Maga?

Jeremy Robbins: Expansion and awareness. Like I said, less lethal is one of our core pillars. We're a proud distributor of byrna technology which is a less lethal option for firearms. You can look 'em up. It's spelled B-Y-R-N-A. They're growing like crazy, we're the only place in Maryland that has what they call like a shooting pod, which is a pretty big deal in our world and most people still don't know that we offer this service so that we provide these products and it's a large driver of revenue for us now, and people don't even really know about it. So when people find out about it, it's going to lead to even more growth and more people being safe and having different tools at their disposal to protect them and their families.

Jim Ries: Hopefully doing this Java with Jim video will get you some of that exposure. Alright [00:04:00] Jeremy, here's the fun part. What do most people watching this video not know about you?

Jeremy Robbins: I would probably, I write a blog monthly and it's a resource and it goes out to about 10,000 of our leads and our clients.

Every month. And every month obviously has a theme. And the one that's coming up is holiday safety. I started it a few months back. Last summer we went down to the University of Georgia and taught down there we taught about 350 to 400 of their students and it was really powerful and a lot of them were asking for resources afterwards.

And yeah, we gave 'em some flyers and some pamphlets and take homes, but the first one that I did was back to school safety. And so many of our parents from our community came up and it was like, that was awesome and I'm gonna send it to my daughter and make her send it to all of our friends. And I was like, Hey, now we're gonna do one monthly.

So we did one for how to keep your house and your home and your community safe around the holiday time where trick or treaters are coming up to the door and Amazon packages are being delivered. And so we have a monthly blog that I write as a resource and free information for

people to take in so they [00:05:00] don't have to think about the what ifs and they can actually have a resource to go to.

Jim Ries: Got it. Got it. Jeremy, thanks for your time. I appreciate it. Hope to see you somewhere around soon and listen, take care. Have a great week.

Jeremy Robbins: You too, Jim. Thank you.

Jim Ries: All right, man. Bye.

Jeremy Robbins: Bye-bye.